

62.39

=1955=

Bu

PRIDE'S

Box 431
WORCESTER, MASS.

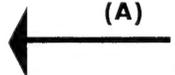
RETURN POSTAGE GUARANTEED

LIBRARY
REC'D
JUN 10 1955
U. S. Department of Agriculture



Library,
U.S. Dept, of Agric.
Washington 25, D.C.

NEW
AMERICAN
GROWN
HYBRID
"HEART'S
DESIRE"
(A)



Enjoy the Sensational [REDACTED] Jan de Graaff Lilies

Heart's Desire

ILLUSTRATED ON COVER

(A)

...Imagine a giant Lily with many huge, warmly tinted, often orange-throated, bowl-shaped flowers. These striking plants are of hybrid origin, giving added vigor and beauty. Large pyramids of flowers.

Each, **\$2.50**; three for **\$7.00**.

Sunburst

(C)

Startling, new, exotic Lilies. Five to seven foot stems carry as many as thirty huge flowers, blooming for weeks in late July. Colors include white, creamy yellow, salmon and orange. A fascinating array of soft pastel shades,

large, smooth, star-shaped flowers. Each, **\$1.50**; three for **\$4.00**.

SUNBURST YELLOW SELECT... The choicest citron-yellows only. Each **\$5.00**; three for **\$14.00**.

Golden Clarion

(B)

Golden yellow trumpet Lilies, the result of crossing the well-known Chinese Lily Henryi with the best of the Olympic Strain trumpet Lilies.

The color of these Lilies is remarkably fade-proof and show their finest color when planted in slightly filtered sunlight. Each, **\$5.00**; three for **\$14.00**.

OLYMPIC PINK (*not illustrated*)... An indescribably beautiful flower. A few Olympic Hybrids showing pink were crossed and their offspring re-selected. The result is a limited number of new robust, giant trumpet Lilies in fuchsia to rose-pink, with wonderfully large, expanded flowers. They need filtered sunlight as they are apt to bleach in full sun. Each, **\$3.50**; three for **\$10.00**.

(B)

(C)

PRIDE'S

Box 431

WORCESTER, MASS.

ORDER BLANK

Please enter my order for the following Lilies to be sent to me postpaid:
(at the proper planting time)

NAME _____

ADDRESS _____

CITY _____ STATE _____

Substitutions will not be made unless you permit. If our supply of a variety is exhausted may we send another of equal value? YES _____ NO _____

Quantity	Name of Lily	Delivered Price	Total
COLLECTION 1 —3 Enchantment (L), 3 Olympic Hybrids (M) . . . \$2.95			
COLLECTION 2 —4 Mid-Century Varieties (G); Enchantment (L), Tangelo, Valencia (H), Joan Evans. 4 bulbs—1 of each 2.50 12 bulbs—3 of each 7.00			
COLLECTION 3 —Pacific Coast Hybrids, 7 bulbs 3 Sunset, 3 Bellingham Hybrids (E), 1 Shuksan 3.25			
COLLECTION 4 —Olympic Collection, 5 bulbs 3 Olympic Hybrids (M), 1 Olympic Select, 1 Olympic Pink . . . 6.50			
COLLECTION 5 —Aurelian Collection Golden Clarion (B), Sunburst (C), Heart's Desire (A). 3 bulbs—1 of each 8.00 9 bulbs—3 of each 22.50			
		Each	Per Three
	Heart's Desire (A)	\$2.50	\$ 7.00
	Golden Clarion (B)	5.00	14.00
	Sunburst Strain (C)	1.50	4.00
	Golden Chalice Hybrids (D)	0.50	1.40
	Bellingham Hybrids (E)	0.50	1.40
	Martagon Album (F)	0.95	2.50
	Mid-Century Hybrids, Mixed Colors (G)	0.50	1.40
	Valencia (H)	0.70	2.00
	Fiesta Hybrids (I)	0.60	1.50
	Gold Band Lily (J)	1.50	4.00
	Red Champion (K)	1.00	2.75
	Enchantment (L)	0.50	1.40
	Olympic Hybrids (M)	0.65	1.75
	Jillian Wallace (not illustrated)	6.00	17.50
	Olympic Pink (not illustrated)	3.50	10.00
	Olympic Select (not illustrated)	2.50	7.00
	Shuksan (not illustrated)	0.60	1.50
	Sunburst Yellow Select (not illustrated)	5.00	14.00
	Sunset Lily (not illustrated)	0.60	1.50
THE NEW BOOK OF LILIES		Per copy	\$4.00 postpaid.

TOTAL AMOUNT _____

I enclose _____ Cheque Money Order

Send no cash or stamps. No C.O.D.

Order Number _____ Received _____ Packed _____ Shipped _____

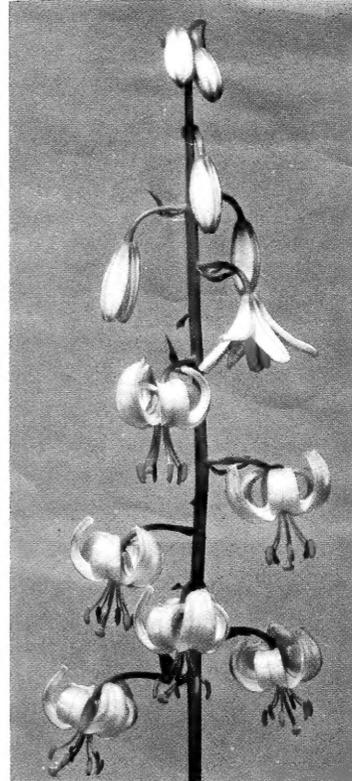
MINIMUM ORDER \$3.50



(D) GOLDEN CHALICE HYBRIDS



(E) BELLINGHAM HYBRIDS



(F) MARTAGON ALBUM



(G) MID-CENTURY HYBRIDS

Lilies to bloom in your garden from May thru September

WHY THESE NEW HYBRID LILIES ARE EASY TO GROW . . . These acclimated, American-grown, disease-resistant and hardy plants are bursting with the vigor of their hybrid origin. They come to you as large, well-rooted bulbs, carefully packed in peat moss for immediate planting in any sunny, well-drained, porous garden soil. Once planted, they multiply rapidly and will give you every possible variety of color, form and blooming time from June through October. They are best planted in the fall to give them time to establish themselves before winter. These glorious new hybrid Lilies are grown for you on the slopes of Oregon's Mount Hood and come to you direct from the grower.

For best results plant early — For best results order early. Here is how to grow the finest Lilies . . .
Soils and Location: Lilies must have perfect drainage, such as a gentle slope provides. If site is level and the soil heavy, prepare raised beds.

Sun or Shade: Lilies need sunlight, at least until 2 p.m. Semi-shade will produce fine, soft colors but weaker stems.

How deep to plant: Never put more than four inches of soil over the top of the bulb.

Soil types: Lilies prefer a slightly acid soil, such as suits Rhododendrons and Azaleas and most other garden plants. Good drainage is most important.

Cultural instructions will be sent out with each order.

(D) GOLDEN CHALICE HYBRIDS . . . A glorious strain of richly colored, golden upright Lilies that are a joy to behold. These hybrids, masses of golden cups on tall straight stems, flower in June.

Each, \$0.50; three for \$1.40

(E) BELLINGHAM HYBRIDS . . . The best of our West Coast native Lilies, inter-crossed and re-selected, produced this lovely strain of tall, graceful

garden Lilies. July-blooming, they stand six feet tall, bear dozens of recurved, long-lasting flowers. Colors range from clear yellow through orange to garnet-red, nicely spotted with brown or reddish brown.

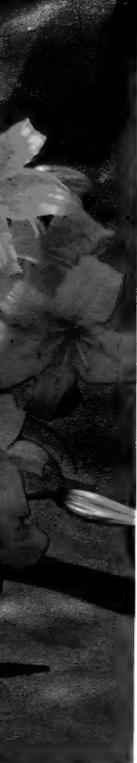
Each, \$0.50; three for \$1.40

(F) MARTAGON ALBUM . . . The true white mountain Lily from Dalmatia. Dainty, wax-like flowers, gracefully spaced on four foot stems, with warm green foliage. One of the most permanent of all Lilies. June flowering. Will increase from year to year, forming larger and finer spikes. Should be planted not more than four inches deep in a well-drained sunny location.

Each, \$0.95; three for \$2.50

(G) MID-CENTURY HYBRIDS, MIXED COLORS . . . Selected out of thousands of Tiger-Candlestick hybrids for beauty, hardiness and vigor. Plant in groups in border for color and cutting. Late June flowering.

Each, \$0.50; three for \$1.40



(H) VALENCIA



(I) FIESTA HYBRIDS



(J) GOLD BAND LILIES



(K) RED CHAMPION

(H) VALENCIA... A June-flowering hybrid of a beautiful rich golden hue. The petals have bronze mid-ribs and many minute maroon dots. This is a plant that fits well into the summer garden. Can be forced quite readily for earlier flowers. Each, **\$0.75**; three for **\$2.00**

(I) FIESTA HYBRIDS... Gracefully reflexed flowers have a glossy, rich sheen that makes them glitter in the sun. On four foot stems they bear from six to twelve flowers in a complete color range as shown. Plant in full sun. Each, **\$0.60**; three for **\$1.50**

(J) GOLD BAND LILIES... We offer only true *L. auratum platyphyllum* the much sought-after, strong-growing, wide-leaved type. Immense seven to nine inch, fragrant, waxy-white, bowl-shaped blooms, golden-streaked and often crimson-spotted, as many as fifteen to the six or seven foot high stem. Flowers in August and September. Each, **\$1.50**; three for **\$4.00**

(K) RED CHAMPION... A selected, lovely Speciosum Lily from Japan that came to Oregon as a gift many years ago. It was grown in a small

farm garden on the slopes of Mount Hood from which we were fortunate to get our foundation stock. Blooms in late August and early September. Each, **\$1.00**; three for **\$2.75**

SUNSET LILY (*not illustrated*)... With bright red-tipped recurved flowers, opening early July, these grand Lilies stand five to seven feet tall and bear as many as twenty flowers. Increase rapidly, easily grown. Each, **\$0.60**; three for **\$1.50**

JILLIAN WALLACE (*not illustrated*)... A triumph of Lily hybridizing. This famous Lily has been raised in Australia from crosses between the best forms of *L. speciosum* and *L. auratum*. The color, deeply suffused throughout the nine inch flowers, is an intense, vibrant crimson-red, bordered with white. The plants have great hybrid vigor and will thrive wherever *L. speciosum rubrum* will grow. Five to seven foot stems covered with as many as twelve huge flowers when well grown, this Lily is, without doubt, the most spectacular hybrid yet offered. Each **\$6.00**; three for **\$17.50**

Check these Special Offers

ALL PRICES POSTPAID

COLLECTION 1—3 Enchantment, 3 Olympic Hybrids **\$2.95**

COLLECTION 2—4 Mid-Century Varieties: Enchantment, Tangelo, Valencia, Joan Evans. 4 bulbs—1 of each **2.50** 12 bulbs—3 of each **7.00**

COLLECTION 3—Pacific Coast Hybrids, 7 bulbs 3 Sunset, 3 Bellingham Hybrids, 1 Shuksan **3.25**

COLLECTION 4—Olympic Collection, 5 bulbs 3 Olympic Hybrids, 1 Olympic Select, 1 Olympic Pink **6.50**

COLLECTION 5—Aurelian Collection Golden Clarion, Sunburst, Heart's Desire. 3 bulbs—1 of each **8.00** 9 bulbs—3 of each **22.50**

THE NEW BOOK OF LILIES by Jan de Graaff Superbly illustrated in natural colors, this book sums up some twenty years' experience with lilies, their commercial production, their history and their uses in the garden. Reference charts, blooming dates, etc. Per copy, **\$3.50** postpaid

America's Easiest-To-Grow Lily

Enchantment

United States Plant Patent No. 862

Most beautiful new hybrid Lily, vibrantly colored. With many large, cup-shaped, upright flowers of intense, blazing nasturtium-red, this plant lights up the whole garden. Late June, early July-flowering; unusually long-lasting.

Each, **\$0.50**; three for **\$1.40**.



(L)

ENCHANTMENT

Olympic Hybrids

The finest, tallest and largest trumpet Lilies yet produced. Broad, strong flowers, pyramidal flower heads. Color varies from ivory-white through soft green, with deeper green and russet tints on outside. Tall, graceful plants, five to seven feet in height, flower in July. Thrive in sunlight or light shade.

Each, **\$0.65**; three for **\$1.75**.

OLYMPIC SPECIAL SELECT (*not illustrated*)... Each year during the flowering season we tag a few of the very finest plants for seed production to improve our strain. We mark more than we need from among the finest specimens. The supply is limited.

Each **\$2.50**; three for **\$7.00**.



(M)

OLYMPIC HYBRIDS